

## INTISARI

Perkembangan pariwisata di Bali berdampak pada berbagai aspek kehidupan masyarakat desa adat, baik aspek ekonomi, sosial budaya, maupun lingkungan. Akibatnya, kebutuhan penting dalam kehidupan, baik non-material (kebutuhan spiritual, sosial, pendidikan, kesehatan dan rekreasi) maupun material (kebutuhan pokok dan finansial) turut terpengaruh, sehingga berpotensi mengubah kepuasan hidup masyarakat.

Penelitian ini bertujuan untuk menguraikan, *pertama*, pandangan masyarakat desa adat Cangu terhadap perkembangan pariwisata di wilayahnya. *Kedua*, perubahan kepuasan hidup masyarakat desa adat Cangu akibat perkembangan pariwisata. Pendekatan penelitian yang digunakan adalah kualitatif. Data dikumpulkan melalui studi pustaka, dokumentasi, observasi partisipan dan wawancara mendalam. Data kemudian dianalisis secara tematik, untuk mengungkapkan pola-pola pandangan masyarakat terhadap perkembangan pariwisata dan pola-pola perubahan kepuasan hidup masyarakat akibat perkembangan pariwisata.

Penelitian ini menemukan bahwa, *pertama*, masyarakat desa adat Cangu memandang perkembangan pariwisata berdampak positif terhadap perekonomian lokal dan warisan seni budaya. Namun, pariwisata juga berdampak negatif terhadap kehidupan masyarakat karena perubahan gaya hidup, perilaku negatif wisatawan, dan menurunnya kualitas lingkungan. *Kedua*, perkembangan pariwisata memengaruhi kebutuhan penting dalam hidup, baik non-material (kebutuhan spiritual, sosial, pendidikan, kesehatan, dan rekreasi) maupun material (kebutuhan pokok dan finansial), sehingga mengubah kepuasan hidup masyarakat desa adat Cangu. Akibat perkembangan pariwisata, kepuasan masyarakat meningkat karena memiliki kemampuan ekonomi yang lebih baik dalam membiayai upacara, mengakses pendidikan dan kesehatan berkualitas, melakukan rekreasi, memperbaiki kondisi makanan, pakaian dan rumah. Kemudian, meningkatnya seni budaya dan aktivitas sosial akibat perkembangan pariwisata, turut menyebabkan kegiatan adat dan hubungan sosial menjadi lebih berkualitas, sehingga masyarakat merasa lebih puas.

**Kata kunci:** kepuasan hidup, perkembangan pariwisata, dampak pariwisata, masyarakat adat

## ABSTRACT

*The development of tourism in Bali impacts various aspects of the lives of traditional village communities, including economic, socio-cultural, and environmental aspects. As a result, important needs in life, both non-material (spiritual, social, educational, health and recreational needs) and material (basic and financial needs) are affected, thus potentially changing community's life satisfaction.*

*This study aims to describe, first, the perspectives of the community of Canggu traditional village towards the development of tourism in the region. Second, the changes in life satisfaction of the community of Canggu traditional village due to tourism development. The research approach used is qualitative. Data were collected through literature study, documentation, participant observation and in-depth interviews. The data were then analyzed thematically, to reveal patterns of community views on tourism development and patterns of changes in community's life satisfaction due to tourism development.*

*This study found that, first, the community of Canggu traditional village viewed the development of tourism as having a positive impact on the local economy and cultural heritage. However, tourism also had a negative impact on people's lives due to changes in lifestyle, negative tourist behaviors, and declining environmental quality. Secondly, the development of tourism affected important needs in life, both non-material (spiritual, social, educational, health, and recreational needs) and material (basic and financial needs), thus changing the community's life satisfaction of Canggu traditional village. As a result of tourism development, community satisfaction increased because they have better economic ability to pay for ceremonies, accessed quality education and health, did recreation, improved food, clothing and housing conditions. Enhanced cultural arts and social activities due to tourism development also increased community's satisfaction because of the improved quality of traditional activities and social relations.*

**Keywords:** *life satisfaction, tourism development, tourism impacts, indigenous people*